

**UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF CALIFORNIA
OAKLAND DIVISION**

IN RE: SOCIAL MEDIA ADOLESCENT
ADDICTION/PERSONAL INJURY PRODUCTS
LIABILITY LITIGATION

THIS FILING RELATES TO:

ALL ACTIONS

MDL No. 3047

Case No. 4:22-md-03047-YGR

**DECLARATION OF MAX EULENSTEIN
IN SUPPORT OF OMNIBUS FILING
REGARDING SEALING JOINT LETTER
BRIEF REGARDING PRIVILEGE
DETERMINATION IN CONNECTION
WITH DEPOSITION OF MIKI
ROTHSCHILD**

Judge: Hon. Yvonne Gonzalez Rogers
Magistrate Judge: Hon. Peter H. Kang

1 I, Max Eulenstein, declare and state as follows:

2 1. I am Vice President and Co-head of Product of Instagram at Meta Platforms, Inc.
3 ("Meta"). I joined Meta in 2011 and was previously Director of Product Management. I submit this
4 Declaration in support of the Omnibus Filing Regarding Sealing Joint Letter Brief Regarding
5 Privilege Determination in Connection with Deposition of Miki Rothschild. I make all statements in
6 this Declaration based on my own personal knowledge. If called upon to do so, I could and would
7 competently testify as follows.

8 2. The following filings include confidential and proprietary information, and could
9 cause Meta competitive harm if disclosed publicly:

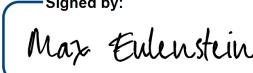
| Filing |
|-------------------------------------|
| Meta's Exhibit A (ECF 1376-5) |
| Meta's Exhibit C (ECF 1367-9) |
| Plaintiffs' Exhibit A (ECF 1367-12) |
| Plaintiffs' Exhibit B (ECF 1367-13) |

10 3. This information includes: (i) user metrics, (ii) results of surveys and similar data
11 collection efforts and analysis thereof, and (iii) Meta's internal analysis of policy stakeholders'
12 perceptions of various issues related to Facebook and Instagram. Meta does not disclose this
13 information publicly in the ordinary course of business. It is confidential, proprietary, and valuable.

14 4. Disclosure of this information would provide Meta's competitors with insights about
15 Meta's business that they would not otherwise have. Meta competes with many companies, including
16 companies that facilitate the ability of users to share, communicate, and discover content and
17 information online. Meta faces intense competition in every aspect of its business. As a result, Meta
18 takes great care to protect information related to performance metrics and business strategy. Public
19 disclosure of user metrics could enable other companies to better determine Meta's position in the
20 market and adjust their strategy in response. Public disclosure of user metrics also enables other
21 companies to test their internal data against Meta's data. Results of proprietary surveys, and the
22 analysis thereof, can provide other companies with insights about individuals' views, perceptions,
23 and behavior that they would not otherwise have, or would not otherwise have without expending
24 their own resources. Meta's internal analysis of policy stakeholders' perceptions of issues related to
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1 Facebook and Instagram would enable other companies to understand Meta's views and strategy
2 regarding those issues, and adjust their own conduct in response. This information could therefore
3 give Meta's competitors an unfair advantage and thereby cause Meta competitive harm.

4 I declare under penalty of perjury of the laws of the United States that the foregoing is true
5 and correct. Executed on December 16, 2024, at San Francisco, California.

6 Signed by:
7 By: 
8 Max Eulenstein
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